

1. What is the age of "the current visitor center"?

*The Visitor Center at Goddard Space Flight center is 25 years old.*

2. Is "the current visitor center" operating as a non-profit, self-sustaining operation without appropriated funds?

*No. The current visitor center operations are minimal, limited by a small allocation of appropriated funds on an annual basis.*

3. How much preliminary planning has been done to date? Is there a strategic plan, interpretive plan, or any front-end evaluation? Have you outlined expected outcomes for the SEEC? Or should these tasks be part of this scope of work?

*Preliminary planning has been conducted. This includes benchmarking of similar institutions and other NASA visitor centers; preliminary evaluation of candidate sites; and the development of mission, vision and objectives. The brochure and a fact sheet are provided in electronic form. Other detailed data will not be made available for the proposal phase of this acquisition.*

4. Which of the proposed audience groups outlined in the Statement of Work would you most like to reach with the SEEC?

*All of the audience groups should be considered for the feasibility study and master plan.*

5. Would you characterize the proposed SEEC as a community resource for the DC region (with an education focus) or as a destination for national and international visitors (with an experiential focus)? If both, which would be primary?

*Both. Both are significant considerations for the feasibility study and master plan.*

6. Compared to Kennedy Space Center and Space Center Houston how will this new center be different or the same?

*Recommended functions and attributes for the SEEC are to be determined by the feasibility study as outlined in the Statement of Work, as driven by the market. The SEEC is envisioned to be an education center, reflecting the work of the Goddard Space Flight Center in Earth and space science, space communications, and the engineering and technology efforts that support these endeavors. Relevant information about Goddard can be found at <http://www.nasa.gov/centers/goddard/home/index.html>*

7. Do you have any summative evaluation work from the current Goddard Visitor Center or other NASA facilities? If not, would our team have access to those places to do some evaluation as a first step in our planning process?

*No. However, the concept for SEEC came in part, from the recognition that sustaining the current visitors center is not feasible given the projected budget. In addition, the current facility would require upgrades and improvements that are unaffordable through appropriated funds. On the whole, the current visitor center functionality in terms of programs, exhibits and capabilities, is highly limited by the fact Goddard can only deliver the functionality with a minimal allocation of appropriated funds. SEEC, if feasible, is projected to provide an operating model that will provide functionality much broader, and with more educational and engaging experiences to reflect Goddard's work and role within NASA. Any evaluation of other NASA visitor centers would require the approval of that particular center.*

8. Has a site been selected? Or have potential sites been identified? If not, will site selection be part of the scope of work?

*No, a site has not been selected. Site selection is part of the scope of work as defined in the Statement of Work. There is a strong preference for the site to be located on government property, however, if the feasibility study demonstrates candidate sites on government property are not feasible and the site needs to be located elsewhere, then NASA would be open to that consideration.*

9. Is there a preliminary budget for the project or a preliminary assessment of the expected size for the building?

*No.*

10. Is the outcome of this planning effort a concept that can be used to solicit support and funding (largely conceptual in nature)? Or is it a pre-design document that could be used by architects and exhibit designers as a basis for design (with detailed exhibit and architectural criteria)?

*Outcomes are expected to include concepts and demonstration of feasibility sufficient to solicit support and funding, and exhibit and architectural criteria adequate to move into an early design phase.*

11. Does the page count limit of 50 pages include the Cost Submission and the Provisions Incorporated by Reference, or such such things as cover, table of contents, and other ancillary pages?

*No. The Cost Submission is in addition to the Technical Submission (25 pages) and Past Performance Submission (25 pages).*

12. Are references needed?

*Yes. References are required as part of the Past Performance submission, along with the information as defined in the instructions to offerors.*

13. What does NASA dislike about the current visitor center? What is the motivation behind this venture?

*See answers to questions 2 and 7 above.*

14. How much funding does NASA have at their disposal for this project? Is there a preliminary budget already in place?

*Beyond this acquisition, no NASA appropriated funds are anticipated. No preliminary budget is in place.*

15. Are there any restrictions (security wise) on accessing relevant data from other NASA centers? How do we approach this? Are there any other restrictions/limitations that we should be aware of?

*Benchmarking of other NASA visitor centers was performed as part of the preliminary planning process. A summary of the benchmarking results will be made available upon selection and award.*

16. What exactly are the "Functions and Attributes"? The background sections mentions "Through dynamics programs, hands-on exhibits and interactive experiences, visitors will be immersed in Goddard's unique work in action." Are these "Functions and Attributes" same as programs/exhibits? Also do they want to continue or remodel or retire the programs/exhibits at the current center?

*It is believed the information necessary to answer this question is contained in the documentation we are providing.*

17. About data - "including relevant comparative data from competing destinations in the region, as well as data from other NASA centers." NASA will provide data from other NASA centers? For data from competing destinations in the region we'll buy it from third party? If yes is there any third party which provides this data.

*See answer to question 15. NASA will not provide data for other competing destinations.*

18. The Background section mentions "The vision for SEEC is a state of the art venue, located near or at Goddard". Do they expect us to research pros and cons for the venue located near or at Goddard versus some other venue we might suggest.

*See answer to question 8.*

19. How far do we go in addressing the non-profit model for development and sustained operations? There are a whole range of issues to address in assessing either potential existing non-profits as partners or the creation of a new non-profit entity and the steps to turn this from an idea into a workable arrangement. Do we address this at a conceptual level? Or do we provide detailed guidance at an implementation level that outlines specific steps to pursue?

*The scope of this effort is defined in the Statement of Work. The feasibility study is to determine the scale and viability of the SEEC as driven by the market. This includes the model for development and sustained operations. The data provided should be adequate to demonstrate that the SEEC is indeed feasible.*

20. Regarding renderings and other visuals conveying potential visitor experiences, exhibits, and programs, as well as design concepts -- there's a direct correlation between the number that are prepared and project cost. What is the minimum number of renderings and visuals that will be acceptable to NASA?

*Based upon the contractor's past experience, NASA will rely upon the proposers to determine an adequate number of renderings and visuals adequate to solicit support and funding to move into an early design phase.*

21. Who consists of "the Goddard Team"?

*There is no mention of a "Goddard Team" in the RFQ or the Statement of Work.*

22. Aside from the Master Plan "shall address, but not be limited to" listed, what other parameters might be requested by the Goddard Team?

*Please refer to the Section 52.212-1 Instructions to Offerors-Commercial Items, on page 10 of the RFQ.*

23. Can a company (offeror) be part of more than one proposal to NASA?  
NASA cannot decide a proposing strategy for an Offeror.

24. Will Total Firm Fixed Price bids be evaluated on the "Proposed" or "Objective" price?

*The bids will be evaluated on the proposed price. The Price Sheet Enclosure has been revised and is posted as a part of the RFQ.*

25. Will a shorter Period of Performance proposal be viewed as a benefit in evaluating submissions?

*The entire quote will be evaluated for the best overall value for the government.*

26. Are names and contact information of client references desirable in the submission?

*Please see the answer to question 2.*

27. Are there any limitations or specific qualification requirements to participate in this solicitation?

*This procurement has been designated as a Small Business Set-Aside.*

28. Are the Provisions Incorporated by Reference on pages 11-13 the only provisions that need to be included in the submittal?

*All instructions for required submittals are contained in the RFQ.*

29. Please explain the difference between the "Proposed" and "Objective" columns in the Price Chart file.

*The Price Chart has been revised and posted. The "Objective" Column and the "Difference" and "Notes" Column have been removed.*

30. Could you clarify the submission guidelines? I cannot find a link to the "On-Line RFQ system." The link provided goes to the NASA Business Opportunities page

*The On-line RFQ system may be accessed at <http://prod.nais.nasa.gov/cgi-bin/eps/bizops.cgi?gr=C&pin=>.*

31. Is the submission time of 4:30 July 8th included in the cover letter a postmark time or the time by which the the submission must be received?

*The time and date of submission is the time and date that the Quote must be posted to the "On-Line RFQ System".*

32. 7) Should the submission be via PDF file? If you prefer printed copies, how many copies of the submission are required?

*Please follow the instructions specified in the "On-Line RFQ System". Quotes should be submitted via the "On-Line RFQ System".*

33. Geographic location and site considerations"

The Background section already mentions "The vision for SEEC is a state of the art venue, located near or at Goddard". Do they expect us to research pros and cons for the venue located near or at Goddard vs some other venue we might suggest.

*Please see the answer to question 8.*

34. I see that this RFQ, NNG09293556Q is a small business set-aside. Does this refer to the primary consultant alone, or to all members of the consulting team?

*The Prime Small Business Contractor must perform 51% of the work under a Small Business Set-Aside Procurement.*

35. Is there an incumbent for this solicitation, please? Thank you.

*There is no incumbent.*

36. Should the proposal respond comprehensively to all aspects of the RFQ? Or, can it be limited to task 1 or task 2 as outlined in the RFQ?

*The Government cannot recommend the strategy that a offeror should use when submitting a quote. Please refer to information in the Instructions to Offerors- Commercial Items, Section 52.212-1.*

37. Does the Small Business set aside at \$6.5 million relate just to the prime contractor? Is \$6.5 million in revenues the total for the entire team? Can a sub-contractor have revenues in excess of \$6.5 million?

*The Prime Contractor must be a Small Business and must perform 51% of the work under a contract that results from this RFQ.*

38. Will there be interviews of some or all proposal teams to assist in consultant selection?

*No. There will not be interviews.*